



Malta
Eurovision
Song Contest

brand book

version 1.0 / 2024



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our logo

100



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logo concept

The logo for the Malta Eurovision Song Contest features a heart shape composed of multicoloured lines. These lines are reminiscent of sound waves, whilst the heart shape represents the love and passion for music that unites both performers and audiences.



logo animation



logo variations

primary recommended use of logo on a light background



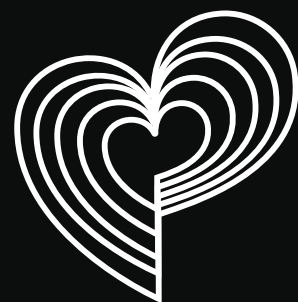
Malta
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secondary recommended use of logo on a dark background



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alternative recommended use of logo on a light background



Malta
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Song Contest

alternative recommended use of logo on a dark background

clear space

Our logo is important, it should be given space, allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing is too close to the logo. The system is scalable and totally easy to use, whether you are placing the logo at the footer of a print advert or on a billboard, you can ensure that it has the place it deserves.

The logo icon square's width marked with a letter 'x', shows you the exact breathing space needed.



minimum size

clear visibility of our brand is of utmost importance. It is advised to follow these size guides for print materials and on-screen respectively. The logo CANNOT be used smaller than stated on this page.

The minimum logo width in print is **25mm** when the full logo is used.

The minimum logo width on screen is **100px** when the full logo is to be used.

minimum in print



Malta
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|..... 25mm|

minimum on screen



Malta
Eurovision
Song Contest

|..... 80px|

prohibited use

The logo cannot be rotated, squashed or altered in any way other than how it is presented in these guidelines.

DO NOT stretch or squash the logo



DO NOT change the position between the icon and type



DO NOT flip the logo



DO NOT change the colour of the logo



DO NOT rotate the logo



DO NOT alter the relationship between the icon and type

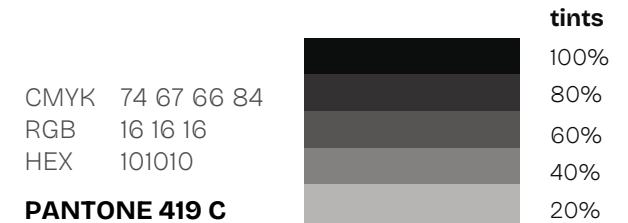
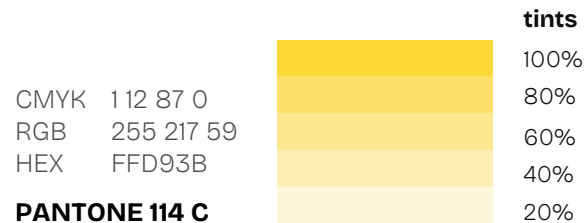
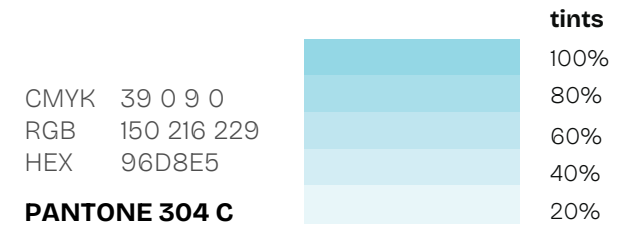
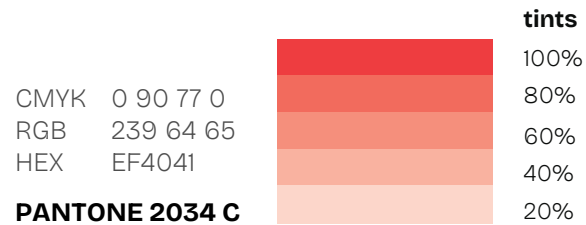
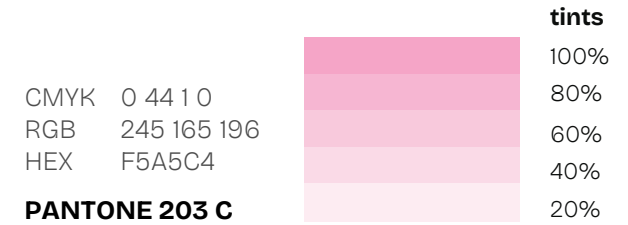
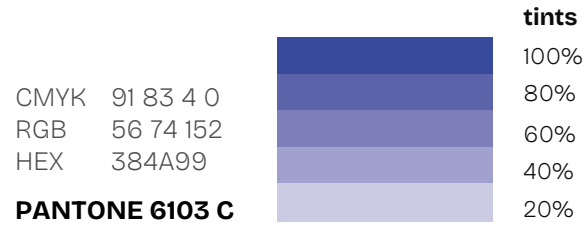


colour palette

200

brand colours

The colours in the heart of the Malta Eurovision Song Contest logo contributes to the overall vibrancy and energy of the logo. These vibrant colours symbolise the diversity in music represented within the contest.



typography

3.0

type

The typeface used for our brand is Bricolage Grotesque which can be downloaded from <https://fonts.google.com/specimen/Bricolage+Grotesque>.

This typeface includes the Maltese keyboard input style.

Bricolage Grotesque is a sans-serif variable font with weights ranging from **extra light** to **extrabold**, offering a versatile and modern typography.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

**layout
guidelines**

4.0



social media
design templates





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thank you